

REPORT

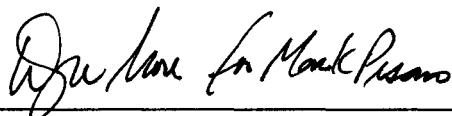
DATE: September 14, 2006

TO: Community, Economic and Human Development Committee

FROM: Mark Butala, Program Manager, Compass Blueprint, butala@scag.ca.gov, 213-236-1945

SUBJECT: Compass Blueprint Demonstration Project Selection

EXECUTIVE DIRECTOR'S APPROVAL:



RECOMMENDED ACTION:

Approve the ranking of projects within the evaluation criteria. Authorize negotiation of final project costs and, if needed, seek additional funds to potentially complete all projects.

SUMMARY:

Based on the evaluation criteria (attached) approved by CEHD, staff developed the attached matrix ranking the current round of applications received by the advertised September 15th deadline.

BACKGROUND:

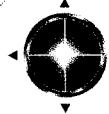
Compass Blueprint is now in the implementation phase and SCAG is partnering with cities and counties in Southern California to realize this growth vision on-the-ground. Applications have been solicited for Compass Blueprint Demonstration Projects that exemplify the goals shared by the Compass Blueprint and unique visions of local communities. Cities selected for Demonstration Project assistance will benefit, free of charge, from dedicated consultant services, technical assistance, and/or staff time to promote examples of creative, forward-thinking and sustainable development solutions that fit local needs and support shared regional values. Project selection will be based on the project's ability to provide balanced transportation choices with a mixture of land uses and housing needs.

This Summer, SCAG has been soliciting applications from local governments for the second round of Demonstration Projects that implement the adopted Compass Principles. As of the submission deadline of September 15, we received 14 proposals on behalf of 17 local governments. These applications have been evaluated by SCAG staff based on the evaluation criteria approved by CEHD. The proposal matrix and evaluation criteria are attached for your consideration.

SCAG is on schedule to complete 17 site-specific projects this October, bringing the total to 22. In addition to the new projects approved by CEHD on October 5, SCAG will pursue additional demonstration projects via partnerships with subregions aimed at expanding the Demonstration Program locally. Our goal is to complete 50 projects by the end of 2007.

FISCAL IMPACT:

FY06-07 OWP includes approximately \$500,000 for this round of Demonstration Projects (07-065.SCGC1). Based on project-specific cost negotiation, additional funding may be sought to complete all project proposals received.



a project of

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

Compass Blueprint Demonstration Projects

Proposal Review Criteria

September 2006

(approved by CEHD May 5, 2005)

Transportation & Land Use Planning Integration: (20 points)

- Acknowledge and leverage the relationship between land use and transportation planning to provide mobility, livability and air quality benefits.
- Encourage new development near existing and planned transportation infrastructure, especially transit resources.
- Plan for land uses that promote alternative transportation modes to the automobile.

Infill, Redevelopment & Density: (20 points)

- Locate new development within or adjacent to existing developed areas.
- Rehabilitate already developed yet obsolete and underutilized areas.
- Help accommodate forecasted growth by thoughtfully increasing density while preserving quality of life.

Land Use Mix & Housing: (15 points)

- Plan for land uses, including mixed-use development, that provide mobility, livability, prosperity and sustainability benefits locally and regionally.
- Improve local and regional jobs-housing balance.
- Provide new housing, with a mix of densities and styles, for a range of income levels.

Infrastructure & Resource Efficiency & Sustainability: (15 points)

- Maximize efficiency in infrastructure development and use.
- Maximize efficiency in energy and natural resource use.
- Conserve agricultural land and open space.

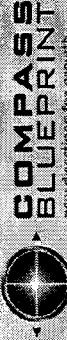
Project Logistics & Need: (30 points)

- Demonstrate a clear need for the project and requested services.
- Create new public and private partnerships for the project.
- Leverage other public and private funding sources, in addition to the required match.
- Outline a realistic timeline and demonstrate local ability to complete the project on time.
- Demonstrate relevance to - and maximize use of - services offered through the Compass Blueprint program.
- Locate the project to provide geographic and demographic diversity for the Compass Blueprint program.

Demonstration Project Proposals Received September 2006



City/Agency	Project Title	Description	Expected Outcomes	Subregion	STAFF REVIEW SCORE				
					LU Mix /15	Infill /20	LU & Trans. Integration /15	TOTAL /100	
					Logistics & Need /30	Efficiency /15			
City of Rialto	General Plan update and airport reuse	Rialto will make use of Compass Blueprint visualization, Tipping Point analysis and public involvement services to assist with the city's ongoing General Plan update process, with a particular focus on planning for the public/private "Renaissance" redevelopment project on a former airport site.	A variety of public benefits from new housing, jobs, and commercial opportunities on redeveloped airport site.	San Bernardino County	19	20	14	30	98
City of Coachella	Coachella Sphere of influence Sustainability Project	The City of Coachella, an emerging desert gateway city, is interested in applying sustainable growth strategies and a regional perspective in planning for the city's growth. SCAG will assist the Coachella Sphere of Influence Sustainability Project with a full range of services including form-based codes, urban design and economic development strategies, public involvement services and visualizations.	Coordinating the city's rapid growth should yield a full range of benefits consistent with Compass Blueprint.	Coachella Valley	19	20	13	29	96
City of El Centro	Project SHAPE	Project SHAPE is intended to evaluate the present use of downtown El Centro, combine historic preservation with economic development and restore prosperity and vitality to the district. A photorealistic visualization project will help shape a vision for the property and business owners and will provide an incentive for broader community support.	Revitalized downtown - prosperity and livability benefits.	Imperial County	20	19	14	28	96
City of San Gabriel	visualization and tipping point analysis	The City of San Gabriel recently completed a Specific Plan for the area along Valley Boulevard. Compass Blueprint services will provide the next steps with photorealistic visualizations for the intersection of Valley Boulevard and Del Mar Avenue and tipping point analysis at las Tunas Drive and Mission Drive.	Services will provide planners and residents in San Gabriel with a clearer idea of the scale and appearance of potential new development in the city.	San Gabriel Valley	20	20	14	26	95
Ventura County Civic Alliance	Compact for a Sustainable Ventura County	The Demonstration Project will cover phase 1 of the county-wide "Compact for a Sustainable Ventura County." Tasks will include data collection, updating the 2002 Ventura County Vacant Land Study, identifying goals and policy options and developing and analyzing a set of alternative growth scenarios for Ventura County's future.	Wide range of potential benefits as county growth projections and distributions are revisited.	Ventura County	19	18	13	29	94
City of Los Angeles	Hollywood Central Park	The project will ultimately construct a public park atop a "capped" section of the Hollywood Freeway (US 101) between Bronson Ave. and Wilton Place in the Hollywood area of Los Angeles. SCAG will assist with a variety of planning services to advance the park concept.	Significant livability benefits in a dense, transit-oriented neighborhood with extremely limited park space.	Los Angeles	20	20	11	14	93
City of Santa Ana	Metro East Mixed Use Overlay	The City of Santa Ana is proposing a overlay zone for 200 acres currently occupied by commercial/office uses. SCAG visualization services will allow planners and stakeholders to conceptualize mixed-use residential and commercial additions to this area near the 5 and 55 freeways and the future Transit Village.	Livability and mobility benefits as housing, transit and new commercial development is introduced to a office-dominated area.	Orange County	19	19	15	13	92



Project Selections for the South Coast

City/Agency	Project Title	Description	Expected Outcomes	Subregion	TOTAL /100				
					Logistics & Need /30	Efficiency /15	LU Mix /15	Infill /20	LU & Trans. Integration
City of Azusa	Downtown Transit Village Implementation	The project involves the implementation of Azusa's goals for development adjacent to the future Gold Line rail station. In particular, the city is interested in implementing a "park once" parking strategy, exploring alternatives for converting two downtown one-way streets to two-way traffic and marketing the "village" area to developers for T.O.D.	Mobility & livability benefits from reconfigured streetscape, parking and potential transit village.	San Gabriel Valley	20	19	13	25	90
North Orange County Cities	Multi-city Transit Alignment	The north Orange County cities of Brea, Fullerton, La Habra, Yorba Linda and Placentia will be using a variety of Compass Blueprint planning services to assist in selecting a preferred alignment for transit routes that will most integrate land use and transportation issues and effectively compete for funding under the Federal Small Starts criteria.	Eventual new transit network will provide mobility benefits to a growing area.	Orange County	20	17	12	13	28
Los Angeles County Metropolitan Transportation Authority	The Sunset Junction Multi-Modal Transit Plaza	Compass Blueprint urban design, public involvement and visualization services will enhance existing public transit resources and land uses by reconfiguring streets, improving pedestrian mobility and providing amenities around the intersection of Sunset and Santa Monica Boulevards in Los Angeles.	Mobility benefits in a transit rich but poorly configured neighborhood.	Los Angeles	17	15	12	13	28
City of El Monte	El Monte economic development planning	The City of El Monte will be receiving economic development strategy and visualization services as part of their efforts to update the city's general plan, prepare a specific plan for the El Monte Transit village and develop a city-wide economic development strategy.	Improved prosperity through economic development strategies and better mobility and livability from transit village.	San Gabriel Valley	16	15	12	13	27
City of Fillmore	Tipping point analysis for proposed business park	SCAG will perform a tipping-point proforma analysis to help the city plan for a proposed 92 acre business park that will enhance the local jobs-housing balance.	New jobs in the city mean improved prosperity, better jobs-housing balance and improved mobility.	Ventura County	16	16	13	12	24
City of Lawndale	Lawndale Economic Development Strategy	The City of Lawndale and SCAG will produce the city's first-ever economic development strategy, likely focusing on the Hawthorne Boulevard commercial corridor.	Prosperity and livability benefits from improved commercial corridors.	South Bay	16	14	12	13	25
City of Long Beach	General Plan update assistance	The City of Long Beach is completing an update of the city's General Plan. Compass Blueprint services will supplement this effort by providing web-based educational visual materials and tipping point analyses to facilitate transit-oriented development.	Visualizations for improved public understanding of development proposals and tipping point analyses for improved understanding of development code implications.	Gateway Cities	18	18	14	13	17
City of Ventura	Creating a transit-oriented mixed-use downtown by decking the 101 freeway	The City of Ventura and SCAG will perform a feasibility study to examine existing conditions and determine whether decking a below-grade section of the 101 freeway is physically possible, identify a range of alternatives, locate a multi-modal transit center, assess other potential uses and outline a process for moving forward on creating a new mixed-use waterfront addition to Ventura's downtown.	Engineering solutions to cap the 101 freeway and re-knit the downtown/waterfront urban fabric.	Ventura County	19	19	13	14	12